

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1 to 613: Canceled

614. (New) A user-interface for triggering a server to effect a selected transaction via an intermediary communications device for relaying information relating to the selected transaction to the server, said transaction being one of a plurality of transactions, said user-interface comprising:

a plurality of information modules each relating to a subset of said plurality of transactions and displaying visual information uniquely depicting a respective transaction in said subset, each information module being operative to actuate a respective transaction on said server;

an encoder coupled to each of the information modules for generating a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected; and

a transmitter coupled to the encoder for transmitting said signal to the intermediary communications device.

615. (New) The user-interface card according to claim 614, wherein the intermediary communications device is a voice communications device.

616. (New) The user-interface according to claim 614, wherein the transmitter is coupled to an appropriate transducer for transmitting said signal to said intermediary communications device as sound or IR or RF, respectively.

617. (New) The user-interface according to claim 614, comprising a card having an circuit board defining a plurality of user-actuable contact locations and housed within a pair of substrates at least one of which is printed on a surface thereof so as to present application specific visual graphics each depicting a respective transaction in said subset and each being proximate a respective one of the user-actuable contact locations.

618. (New) The user-interface card according to claim 614, further including functionality which limits access to at least one of a plurality of information modules in response to user actuation of a corresponding at least one of said plurality of user-actuable contact locations according to a parameter associated with the user-interface card.

619. (New) A server for effecting a selected transaction in response to a request triggered by a user-interface upon user-actuation of a selected one of a plurality of information modules each relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said server comprising:

a first communications interface configured for establishing communication with the intermediary communications device and being adapted to receive therefrom a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

a decoder coupled to the first communications interface for decoding said signal conveyed by the intermediary communications device to determine the identity of the user interface and the selected information module,

a management module coupled to the decoder and being responsive to the identity of the user interface and the selected information module for accessing a database for determining user entitlement associated with the selected transaction, and

a second communications interface coupled to the management module for conveying data relating to a transaction to which the user is entitled.

620. (New) The server according to claim 619, wherein the database stores data identifying the following:

all supported transactions,
each user interface,
the corresponding information modules of the user interface,
the respective subset of transactions supported by each user interface,
respective user entitlement associated with each supported transaction.

621. (New) The server according to claim 619, including an audio response module for providing an Interactive Voice Response to the intermediary communications device for vocally informing a user on use of the user interface.

622. (New) The server according to claim 619, wherein the first communications interface is configured for communicating with the intermediary communications device via any one of the group: sound, IR, RF, SMS, WAP, WEB, BlueTooth.

623. (New) The server according to claim 619, wherein the data relating to a transaction to which the user is entitled includes content to be conveyed to or on behalf of the user.

624. (New) The server according to claim 623, wherein the second communications interface is configured to download the content to the intermediary communications device.

625. (New) A method for effecting a selected transaction in response to a request triggered by a user-interface upon user-actuation of a selected one of a plurality of information modules each relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface and the selected information module,

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled.

626. (New) The method according to claim 625, including establishing communication with the intermediary

communications device prior to user-actuation of the information module.

627. (New) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for effecting a selected transaction in response to a request triggered by a user-interface upon user-actuation of a selected one of a plurality of information modules each relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface and the selected information module;

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled.

628. (New) A computer program product comprising a computer useable medium having computer readable program code embodied therein for effecting a selected transaction in response to a request triggered by a user-interface upon user-actuation of a selected one of a plurality of information modules each relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said computer program product comprising:

computer readable program code for causing the computer to receive from the intermediary communications device a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

computer readable program code for causing the computer to decode said signal to determine an identity of the user interface and the selected information module,

computer readable program code for causing the computer to access a database for determining user entitlement associated with the selected transaction, and

computer readable program code for causing the computer to convey data relating to a transaction to which the user is entitled.